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Pacific Region Farm News



Cooperating with the Hawaii Department of Agriculture
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Nursery Stock Production Reaches \$19.7 Million of Total Horticulture Sales in Hawaii for 2014

SACRAMENTO, CA – Hawaii nursery stock production sales reached \$19.7 million, according to the 2014 Census of Horticultural Specialties report released by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS). Of the \$81.2 million in total horticultural sales in the Hawaii, 24 percent were from sales of nursery stock. This value is up five percent from 2009.

This report contains the results of the tenth Census of Horticultural Specialties conducted since the program's inception in 1889. "Because horticulture production is becoming more diverse in the United States, NASS worked with key stakeholders to ensure the 2014 Census of Horticultural Specialties would meet the needs of growers, industry leaders, and policymakers," said Chairman of the Agricultural Statistics Board Mark Harris. "We added 60 new items to the questionnaire to provide the most up-to-date assessment of current industry trends, including items like peonies, lavender, rudbeckia, cacti and succulents."

Major increases in total nursery stock production sales value were due in part to increases seen in the sales of palms, from \$4.4 million in 2009 to \$7.0 million in 2014, and in the sales of ornamental grasses, from \$3.3 million in 2009 to \$6.4 million in 2014.

The Census of Horticultural Specialties is part of the larger Census of Agriculture program. It provides information on the number and types of establishments engaged in horticultural production, value of sales, varieties of products, production expenses and more. All Hawaii and U.S. operations that reported producing and selling \$10,000 or more of horticultural crops on the 2012 Census of Agriculture were included in this special study.

Many operators who contributed to the Census of Horticultural Specialties report will receive the Floriculture Survey questionnaire in next couple of weeks. "The Floriculture Survey provides Hawaii growers the opportunity to serve as the foremost source of data on production," said Director of the USDA NASS Pacific Region Chris Messer. "Growers, buyers, suppliers and others rely on this information to help make sound business decisions. This crucial information will help identify state and national trends in areas such as product development, changing production practices, and product diversity in floriculture industry," said Messer. The Floriculture Survey results will be published in the spring next year.

Access the full Census of Horticulture Specialties report at:
http://www.agcensus.usda.gov/Publications/Census_of_Horticulture_Specialties/.

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